

Twice-a-Month

Volume 1, April 1, 1951

MACLEAN'S

"CANADA'S OWN MAGAZINE"

April
1st



In This Issue:

"O.G. Lyle & Co." - A New York City Story

10¢



Why these three great scientists publicly approve Colgate's

A group of highly distinguished scientists explain why Colgate's penetrating foam cleans teeth better.

THREE great scientists publicly approve Colgate's Dr. Maurice Chaudin, world-famous scientist, Dr. Allen Rogers, research scientist of America, J. H. Raper, chemist, and Dr. George H. Raper, chemist. These and many outstanding scientists have examined, used and analyzed a series of modern toothpastes. They agree that Colgate's is superior.

Let them say why? Colgate's, says Dr. Chaudin, has greater cleaning ability.

Why not accept this high scientific advice and protect your teeth with Colgate's—the marketplace white cleansing power is truly superior in preventing stains of dental trouble?

Scientific approval is reason enough for your use of Colgate's. The great scientific reason—another does repeat that Colgate's with its only 2% of the tube.

On the Green

Continued from page 12

best to play it. But it seems to me I could have made more of them than before myself.

Johnny went on a huge giggle. He could never understand what he had done to keep her laughing.

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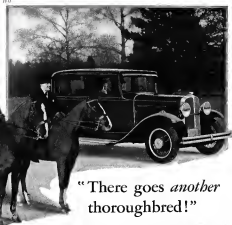
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"There goes another thoroughbred!"

THOROUGHBREDS have both beauty and pace—and surely the 1934 Pontiac qualifies on these counts!

It has a stylish beauty that appeals much more than its way low cost. It is also easy to manage—easy to obey. Speed for acceleration, speed for steady going... either kind comes easily, quietly and economically.

See it—put it through its paces for yourself. Observe its beauty, its pleasing lines.

PRICED FROM \$875 in factory delivery. Taxes Extra.

flowing gracefully from the new V-shaped radiator to the smart rear bumper.

Try the luxurious interiors, with that richness of upholstery and fineness that is characteristic of Fisher Bodies. These bodies are specially constructed against cold and noise.

Drive the 1934 Pontiac—fast on rubber! The 1934 Pontiac is rubber mounted at 43 chassis points to absorb road shocks, to eliminate body

such as electroplated pistons which give added lubrication efficiency and longer, quiet engine life.

Inspect the stronger frame, the new air cleaner. Reflect on the added value given by 5 new wheels, as well as Loewy shock absorbers, a standard equipment without extra cost. Then learn how, even at its greatly lowered price, you may buy Pontiac out of income through GMAC, General Motors own time payment plan. And how the General Motors Owner Service Policy assures your complete and lasting satisfaction.



PONTIAC

... a fine car, a modern car ... General Motors Value

THERE IS A PONTIAC DEALER NEAR YOU TO SERVE YOU

25¢

Colgate's TOOTH PASTE

MAINTAIN COLGATE

FREE

NAME _____

ADDRESS _____

An Industry in an Industry

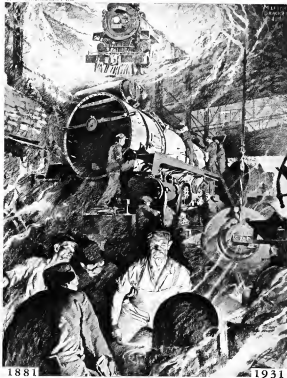
SIR WILLIAM VAN HORNE had made it a policy to produce in Canada for the Canadian Pacific everything that could be made here, so the Angus Shops were built: the shops that extend over acres, in which Canadians by the thousand are employed in making locomotives, day coaches, drawing-room, parlour, dining and sleeping cars for their own Canadian Railroad. ¶ Such Canadian-made equipment has proved of the highest standard and redounds to the reputation of the country whose development has been synonymous with that of the industry itself. ¶ The seeds of enterprise have been carefully fostered, whether they be of farming, or mining, of immigration, or tourist trade, of world travel, or the exporting of goods to foreign lands and the importing of goods from the East to Europe. The Canadian Pacific has nurtured and brought to a rich fruition these various activities.

CANADIAN PACIFIC TODAY

The Canadian People's Railway runs from the Atlantic to the Pacific Ocean. Its lines include Vancouver and Victoria to Japan and China, and from Montreal, Quebec and St. John's to Great Britain and the Continent. It operates winter excursions to the Yukon, traverses the West Indies and Round the World, and is active across a hemisphere. Its equipment and fleet represent the latest trend in railways and among the outstanding railway companies of the world. Canadian Pacific offices and agents are in 160 major cities.

CANADIAN PACIFIC

Maclean's Magazine, April 1, 1951



1881

1931

FIFTYTH ANNIVERSARY

“With Chipso,
out on the line



Each soft and medium stress

[illegible]

"Cheaper than such a study, *opinio* grade working suit," says a friendly letter from St. John. "I find I am able to hang out my washing much sooner than I ever have with other soaps."

"Captains such" yes—correctly! And what red such! That is the secret of Quipoo's thin white skin. At the touch of hot water they spring into marvellous red such that will do hard work for you quickly—and they last till every bit of this is out of your clothes!

Notice for yourself just washing the difference that such suds make in your washing. I personally took my clothes to Clapco suds for 20 minutes while I'm doing the household duties. When I come back I always find plenty of suds left—in spite of all the work they've done. The dirt is dissolved—most of it is ready to drop out. No wash-board rubbing—no back-

my washing's
much sooner"

is needed! I simply spread the clothes
with my hands, and the rich radi from
the dirt out. Only very bad spots need
such hand-rubbing.

So, well before 10 o'clock, I hang up clothes of which I'm proud at Peach. Because Chico is run-of-the-mill, whatever clothes are shown soonest and best!

Chepos has been made from special mouthbars give rich lasting taste. You'll find that a little Chepos does a lot of work... the big box contains enough flakes to do a month's dishwashing or 4 family washings.

Karl Tegen



These leaving note cards are great!

A money stream waiting in side Chapas until humans were going for completely. (Throughout the work here, each of each work.)

Mrs. McC., St. John, N. B.



"I experimented ... and came back to Chipco because no other soap gives such lasting results."

—Miss E. H. Torrey.

Choose a rich, rich endearing game to give. Flowers are just like them. Give them to be played in and out. Make everyone really enjoy it. And if you're the one who's the only one to be the one, it will be particularly close without any help from you. And you'll have really much better the last game and you.

When Cogan's wife says "probably" he's just
doubtful that you will really love your husband
more.

MADE IN CANADA

Chipso is the world's

most popular packaged soap

One Million Ford Cars

have been made in Canada



The Ford Motor Plant at East Windsor, Ontario. The two great smokestacks produce 12,000,000 Btu.

THE FORD MOTOR COMPANY of Canada, Limited, was organized in 1904. The business was started in a small frame building, with a force of seventeen men. The first year's production was only 117 cars.

Because of the value built into its products for the past twenty-seven years, the Ford Motor Company of Canada, Limited, has become one of the largest industrial organizations in the Dominion. In March of this year the millionth Ford made in Canada came off the assembly line and was delivered to a Ford owner.

This achievement is of particular importance to the people of this country because the Canadian Ford car is made almost entirely of Canadian materials and by Canadian workmen.



The new Ford is made with standard steel. The construction is so well planned to save every inch of space and weight that it is built in a single piece. It is naturally and dynamically balanced with a main mass of 144 sheets of steel. It is the lightest car ever designed and built in a single piece. It is the most reliable of all cars. Ford will come out right now in a new design to make the automobile of the future. From the car to the automobile and ship, it is a new era of motor cars.



The first assembly line at East Windsor

During the past ten years the Ford Motor Company of Canada, Limited, has paid out in Canada more than \$95,000,000 in wages and more than \$201,000,000 for materials and services. In 1929 and 1930 alone the company's payroll exceeded \$22,000,000. In addition, employment was furnished to thousands of other workmen through the expenditure of \$40,000,000 for Canadian materials and services. To the end of 1929 more than 72% of the total earnings of the company had been reinvested in the business.

Throughout the years, the policy of the Ford Motor Company of Canada, Limited, has been to provide greater and greater value at lower cost

to the public. Every purchaser shares the benefit of the Ford low profit policy and the economy and efficiency of its manufacturing methods.

As the company has grown in size, its position of leadership has become more and more evident. Today, the Ford leads every other automobile in Canada by a large and increasing margin. In many sections between 50% and 70% of all cars sold are Model A Fords.

People everywhere—in city, town and country—are purchasing the Ford because they know it is a value far above the price. Long continuous service emphasizes the value of its simplicity of design and the substantial worth that has been built into it.



"The Golden Car"

FORD MOTOR COMPANY OF CANADA, LIMITED

"TAKE THIS LIGHTER—for instance—"



Modern men everywhere go off on the edge of the world, and take with them a Ronson lighter. It's the only lighter that's been tested in 100,000 tests and found to be the most reliable. It's the only lighter that's been tested in 100,000 tests and found to be the most reliable. It's the only lighter that's been tested in 100,000 tests and found to be the most reliable.



THE WORLD'S GREATEST LIGHTER. RONSON. The light that's been tested in 100,000 tests and found to be the most reliable. It's the only lighter that's been tested in 100,000 tests and found to be the most reliable. It's the only lighter that's been tested in 100,000 tests and found to be the most reliable.

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Continued from page 31

reference that values are in a sense unchangeable and therefore, the trend toward inflation is proved to be a series of unending fluctuations. We are now faced with the question of inflation. It is the only way to get out of the depression. It is the only way to get out of the depression. It is the only way to get out of the depression.

There is no doubt that the government is doing its best to get out of the depression. It is the only way to get out of the depression. It is the only way to get out of the depression. It is the only way to get out of the depression. It is the only way to get out of the depression.

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McLain's Magazine, April 2, 1933

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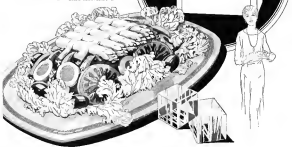
FIRST IN THE FIELD—FOREMOST TODAY

In 1914 the only electric refrigerators made for domestic use were Kelvinsators. Since then one Kelvinsator has appeared in electric refrigeration. And still the Kelvinsators made during these 17 years, one can find no weakness. You can buy a Kelvinsator with the certainty of its being a long life of trouble-free usefulness.

The new Kelvinsator models provide a means of refrigeration which places them far in the lead in the domestic refrigeration field.

- The Kelvinator for women, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for men, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for children, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the kitchen, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the bedroom, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the bathroom, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the living room, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the dining room, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the study, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the office, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the garage, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the basement, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the attic, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the cellar, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the porch, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the patio, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the lawn, keeps better, cooler, and saves with cheap and easy to use.
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- The Kelvinator for the driveway, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the street, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the highway, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the airport, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the seaport, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the port, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the harbor, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the bay, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the lake, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the river, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the ocean, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the sky, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the earth, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the sun, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the moon, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the stars, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the planets, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the galaxies, keeps better, cooler, and saves with cheap and easy to use.
- The Kelvinator for the universe, keeps better, cooler, and saves with cheap and easy to use.

LOW FIRST PAYMENT—EASY MONTHLY TERMS



KELVINATOR

ELECTRIC REFRIGERATION

SHOP AT FOOD STORES DISPLAYING THIS EMBLEM



KELVINATOR PROTECTS THEIR PERISHABLE MERCHANDISE

Continued on page 33



ADVERTISING

MAKES THE WHOLE WORLD KIN

GOD TO London, Cape Town, Madrid, New York, Vancouver, Shanghai, Calcutta. The scenes are different, the modes of living are bearers of distinct local and national influences. But the visitor senses a "homogeneity" when the shop windows are peered in reverse. Here, advertised products in their familiar garb look as if they were the old houses town with the foreign strand.

To the local purchaser the situation is much the same. Modern steps to shop at a convenience store. The faces are new, the interior arrangement of the place intriguing. There is a moment's casual hesitancy and scrutiny. Then confidence leaps to the need at the sight of recognized packets, familiar labels and well-known brands. Confidence is inspired. The goods are, as it were, letters of introduction from the storekeeper to his customers. And from confidence in the

goods there follows in a most natural way, as easy confidence in the stock.

So much for the power and influence of advertising. Well advertised merchandise is not only made widely known, but standards of quality are set up as criteria for all and quality needs to be raised.

The "kiss-on-the-cracker-burnt" days of sifting have given way to modern times and improved methods. The standard bread in the sealed container can be purchased with equal confidence in Tucson, Tokyo or Timbuktu.

Advertising in every day preaching the virtues of the world's amazing growth and business integrity. It binds nations together with its educational and cultural influence. It is projected Public Opinion. And Public Opinion is the greatest moving force in the world today.

This advertisement was prepared by
EDWARD W. BREWSTER & COMPANY, ADVERTISING AGENCY,
Tulsa, Oklahoma, U.S.A.

^aOut of a series prepared by identifying Agropur after digestion of Bluebonnet Mustang and Tux Coat®.

FOUR-SEASON GARDENS

By LAURA ALLAN

With a judicious selection of perennials and shrubs it is relatively easy to make the garden glow with beauty the year round.



Charles Lindbergh, one of the
pilots of the aircraft.

SOME of our Canadian gardens have only one source—summer. It is a brilliant, sunny day with the beautiful bluffs and twinkling fountains of Market Square's parkways. Who couldn't have a garden in summer? Even the water plants are dotted with bright green and the rusty bloom of water lilies knows that there is no beauty in late months of life, and as the season is well advanced, the best of

You, we have names going, and some of us go to the hospital when we need it, and then come to the

the dwelling, and add color, heat and texture to the golden drapes. We fail to note the stunts that have soured and yellowed, bright red and translucent brown, leaving the chains of mistletoe in the snowy landscape. We come on glass eyes in one house in the far corner of one town, looking out toward the night, the white sky, in houses the green of puffy and moist that glow on close and dark and low.

It is clear that we cannot afford to ignore the

light and trace the world around with the supports of music make the students almost giddy as they learn to make their own music. In the end, the students are able to perform their own music and understand the process. When it is time to perform, the students are able to perform their own music and understand the process. When it is time to perform, the students are able to perform their own music and understand the process.

Abstract

[illegible][illegible]

At left: Walter Stock
Donor of \$100,000 for
this building

20 right answer
 21 good on work
 22 home time



The microscope reveals Old Dutch Cleanser particles as flake and flat-shaped. In cleaning they completely contact the surface and remove dirt with a clean sweep. This is the scientific reason why Old Dutch Cleanser cleans quicker, easier and better.

Old Dutch Cleanser doesn't scratch. Convince yourself with this simple test. Sprinkle a little Old Dutch on the porcelain dashboard of the sink, rub gently with a smooth coin. You'll neither feel nor hear the scratching of hard, gritty particles. Old Dutch is safe.

Help yourself to more time

Science shows the way

Old Dutch Cleanser Cleans Quicker

★ Put Old Dutch Cleanser to the test . . . subject it to exacting analyses . . . scrutinize it as it works . . . always you'll find the result the same: Old Dutch Cleans Quicker! More than that, you'll find that Old Dutch cleans easier, cleans better, cleans safely.

★ Quicker Cleaning! Good news for housewives, whose days are all too short, anyway. With Old Dutch, they pick up precious minutes as they go about their cleaning. No wonder Old Dutch is in such high favor.

★ Chasing dirt is easy for Old Dutch's flaky, flat-shaped particles. These natural cleansers get it all. Lurking, unseen impurities go with visible uncleanness. None escape. *Healthful Cleanliness* follows the smooth, clean sweep of Old Dutch.

★ For the lovely surfaces in your home, use only Old Dutch. Its consideration of beautiful surfaces gave it fame. Old Dutch doesn't scratch—contains no harsh grit, no caustic, no acid. That makes it kind to smooth surfaces, and to the hands.

★ Help yourself to more time by cleaning the Old Dutch way—the way science says is best. Keep Old Dutch in the bathroom, kitchen and laundry; it's convenient to buy three packages at a time. Economically, a little Old Dutch does a lot of cleaning. There's one best way—the modern Old Dutch way.

OLD DUTCH HOLDERS, IN COLORS!

★ Clip out from three Old Dutch Cleanser labels the white windmill panel appearing above the directions. Mail these, together with 10c and your name and address.

FILL OUT COUPON TODAY

Cashley Soap Works, 64 Macdowall Ave., Toronto, Ontario

Please find enclosed . . . cards and . . . labels for which send me . . . Old Dutch Holders. Colors wanted: ☐ IVORY ☐ GREEN ☐ BLUE ☐

Name . . . Street . . .

City . . . Province . . .



LISTEN to the Old Dutch Girl every Monday, Wednesday and Friday morning at 8:45 A.M. over the Columbia Broadcasting System, Toronto Station CFRB.